

VIDEO PRODUCTION FACTSHEET

Introduction

Video is a powerful way to communicate with your customers, prospects, employees and investors. We have produced this Factsheet to give you some idea of the production stages from an original idea to the finished product.

Four crucial questions

It is important to involve key decision makers, so it's useful to agree a short briefing document with everyone who has a stake in the video. We need to know all the considerations that should be taken into account as early as possible to avoid making costly major changes once production has begun. In developing the video we need to ask four crucial questions:

Who is your audience?

What is the brief outline of the proposed content?

What is the deadline?

Do you have a target budget?

We will often summarise the answers in the report from our first meeting, but these will need to be agreed with your team at the highest level to ensure the project meets its strategic objectives.

Who is your audience?

Please define your audience as precisely as possible. Please give as much information as possible about their mindset, and their age range, gender and social profile

What is the brief outline of the proposed content?

A simple summary that has been agreed between you will be a very useful guide for our thinking. You might have a list of essential points to cover or there might be a natural chronological sequence of events to relate. Are there difficult concepts to explain? (We might want to choose between live action and still, or animated 2D or 3D graphics sequences). Does it include a large amount of data? Are there important safety messages? Do you want to include existing material (photos, video, archival)? We also need to know if there are any brand guidelines that we need to follow in terms of tone of voice and the look and feel of the images.

What is the deadline, and how soon can you start work on the project?

The production process needs to be carefully managed at all stages so that we can meet your deadline and budget. It is important to set out a realistic timetable, which takes other people's commitments into consideration. We will work with you to set deadlines for the scripting, production and post-production phases.

Do you have a target budget?

Is there a figure set aside for production? If we are asked to propose a creative treatment we need to know the budget parameters we are working with to make sure our creativity is relevant.

The video production process

The process has three key stages:

Pre-production – all the planning and development including scripting

Production – location and studio filming

Post-production – all the editing, sound mixing, grading and previews

Pre-production

1. Planning

The planning stage is an important part of any video project, in terms of both its success as a programme and its total cost. It starts with a meeting between the subject expert and producer to discuss such things as the aims and objectives, finances, and the treatment and style. Before the first meeting it is useful to make some notes in the form of a synopsis – see our outline below.

2. Scriptwriting & structure

The subject expert writes a script with assistance from the Producer and/or freelance scriptwriter. A script may take one of several different forms depending upon the style and content of the proposed programme. The first step is to write an outline script, or Treatment, that describes the programme in two to three pages. It can be incorporated in a proposal in order to secure third party funding and / or collaboration. DVDs are interactive so if this is the preferred choice for final delivery of your video, different sections can be scripted separately and arranged with a menu. The overall menu structure should be decided at this stage. Make sure that everyone who needs to see and sign-off the script has done so before shooting starts.

3. Storyboard & menu

Where a sequence of actions needs to be precisely planned, it is useful to prepare a storyboard, particularly when planning animated graphics. If you are delivering on DVD you may also want to create a menu diagram if there are a lot of sections.

4. Shooting timetable

All parties involved agree a timetable and arrange access for the shooting days. Programme sequences are not necessarily shot in chronological order, but are arranged to be shot in an efficient manner. For example, two sequences might be shot at the same location one after the other, even though one may be near the beginning of the programme and one at the end.

5. Money

Funding and costing can be difficult because no two programmes are the same, but we can usually make a reasonably accurate estimate from a well thought out proposal. You will need to identify the source of funding before we start.

Production

6. Shooting

Most of the recording should be completed before moving on to the next stage. Good planning helps to avoid delays and minimise the cost of shooting. Locations and people need be organised in advance. Most programmes are shot using a single camera, which means that we have to stop and start frequently to obtain different views of the action and to ensure that the final programme flows smoothly. It takes longer than you might think to shoot a short sequence - people may be asked to repeat the same action several

times, because we need another shot of the sequence from a different angle for the purposes of editing. Graphics sequences and animation work may get underway while the filming is in progress. It may be useful for the subject expert to review the footage at this stage with our editor. All footage is archived for any future re-edits of your video.

Post-production

7. Script revision

Changes are sometimes made to the script before editing begins to take account of unpredictable differences in the action that has been recorded. However, changes at this stage should be avoided wherever possible because they can cause expensive delays in completing the programme.

8. Off-line edit

A rough edit is made so that the subject experts can review the content. This will highlight any problems. The voice-over is not normally added yet, although a rough guide track is sometimes recorded to establish correct timings.

9. Voice-over recording

A voice-over artist reads the narrative script in a sound studio. There are different ways to do this, but we usually record the voice 'wild', that is, without pictures. Recording with picture can often take much longer, and both artist and studio charge by the hour.

10. Final editing and post-production

A high quality master edit is completed using our non-linear editing suite. Titles, music, and any effects are added. The time taken for this varies with the complexity of the programme and the number of changes made to the off-line edit.

11. Delivery

Once the final edit has been completed and approved, a master copy is then created on DVD or as a digital file, depending on the delivery method required. This master copy is stored for future duplication. When distributing multiple copies of a DVD, the master DVD is duplicated and the disc sleeves and boxes are designed, printed and packaged, ready for dispatch.

Our service for you

Univideo believes the moving image has a special power to move people and create change through communication, moving your people and your organisation to new levels of awareness and achievement. Our guiding principle is 'think of others' – think of the way your message, your brand or your activity will be received by your audiences and how will you co-create the communication between you.

Harnessing over thirty years experience in film and video production for all kinds of clients Univideo offers you creativity that's relevant, budgets that are realistic and value that is unbelievable.

To find out more get in touch via info@univideo.co.uk